

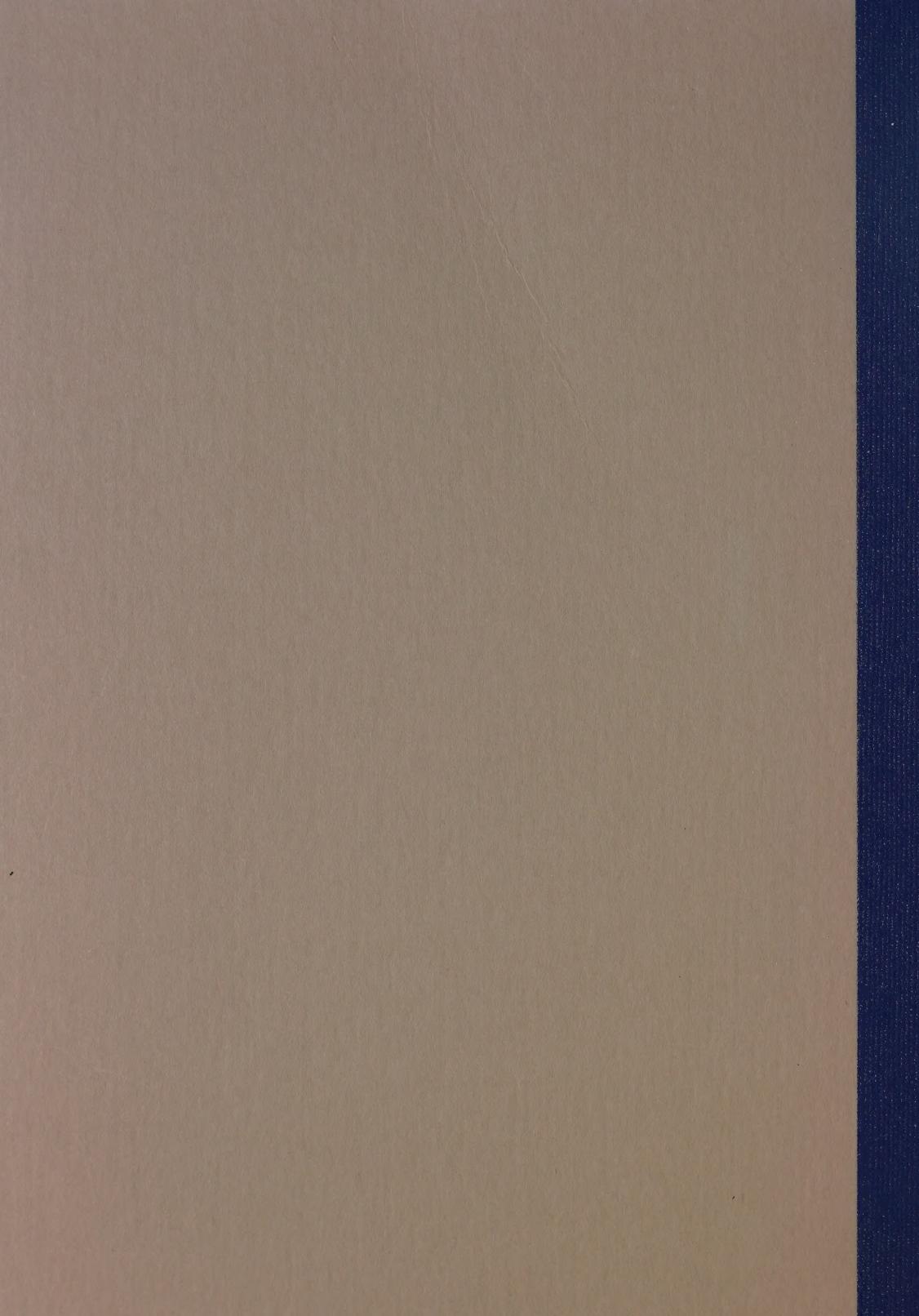
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Chain store operations in  
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Publications

**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

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**CHAIN STORE OPERATIONS**

**IN**

**CANADA**

**1930**

Published by Authority of the HON. H. H. STEVENS, M. P.,  
Minister of Trade and Commerce.

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DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, B.A., F.S.S. (Hon.), F.R.S.C.

Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

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CENSUS OF MERCHANTISING AND SERVICE ESTABLISHMENTS, 1931.

CHAIN STORE OPERATIONS IN CANADA DURING 1930

Summary

In the retail merchandising field, 523 chains were reported operating 8,573 stores and having total net sales during 1930 of \$548,185,259. Of the total number, 201 were local chains with 1,333 units and net sales of \$67,670,372. Provincial chains were almost equal in number, but had over twice as many units and more than three times the volume of sales. These 203 provincial chains had 2,922 stores and net sales of \$208,839,447. The 60 sectional chains had 1,696 units and \$102,324,533 sales, while national chains, numbering 59 and operating 2,622 units, had total net sales of \$169,350,907.

Thirty-six manufacturer-controlled chains operated 449 stores and had net sales during 1930 of \$37,260,569 or 6.79 per cent of the total sales made by all chains. Twenty-six of these manufacturer-controlled chains, having 376 units, were national in extent and had sales of \$31,750,527.

General Merchandise Chains.- In addition to department and general stores, this group includes dry goods store and variety store chains. In the variety store classification, in addition to the popular 5-and-10 chain stores, there have been included the chain systems which deal in higher priced lines of merchandise and which occupy an intermediate position between the 5-and-10 and to-a-dollar stores on the one hand and the full-fledged department stores on the other. A number of the larger department stores operated by multiple organizations, and situated in the larger centres, were considered as independent establishments for the general retail reports and have, therefore, been excluded from this summary. There were 52 chains in the general merchandise group, operating 611 stores and having net sales during 1930 of \$107,077,192.

Of the 52 chains, 27 were department or general store chains operating 189 stores and having net sales during 1930 of \$63,900,706. Fifteen variety chains operated 327 stores and did a total business of \$39,383,379, while 10 dry goods chains had 95 stores and total sales of \$3,793,107.

Apparel Chains.- There were 81 chains operating in the apparel field during 1930, with 660 stores and doing a total business of \$31,075,260. Of the total number, there were 14 women's apparel chains, 7 millinery, 3 furrier, and 4 chains specializing in women's accessories. These 28 chains operated 203 stores and had total sales of \$8,584,799. There were 22 chains selling men's and boys' wear only and doing a business of \$9,866,766 through 191 stores. Thirteen family clothing chains operated 58 stores and had total sales of \$4,746,729, and 18 shoe store chains did a total business of \$7,876,966 through their 208 stores.

Furniture and Household Group.- The 37 chains in this group operated 481 stores and had total net sales of \$29,404,176. There were 8 furniture chains with 96 stores and \$9,367,372 sales, while the 7 radio chains, radio and electrical chains, and radio and musical chains operated 75 stores and did a total business of \$8,722,991. This amount, of course, does not represent the total sales of radios and musical

instruments made through chain stores since these commodities are also sold in many other kinds of stores, particularly department stores and furniture stores. There were 19 household appliance chains operating 287 stores and having total net sales of \$10,281,902. Included in this number are 13 chains owned by public utility companies and selling chiefly gas and electrical appliances. These 13 chains operated 128 of the stores and had sales of \$3,610,004 or approximately 35 per cent of the business done by all chains in the household appliance field.

Food Group.- In number of chains, number of stores, and total net sales, the food group was the most important in the chain store field. Altogether, 120 chains operated 2,669 units and did a total business of \$137,398,785. There were 23 combination (grocery with meat department) store chains, having 1,379 stores and total net sales of \$74,800,139. It must be borne in mind, however, that these chains operated a great many straight grocery stores in addition to those units selling both groceries and meats, and the figures given for combination chains cover all stores operated by these companies irrespective of the kind of business carried on by each unit. In this report, a chain has been classified as a combination chain if 25 per cent or more of its total business was conducted in stores of the combination type.

There were also 44 grocery chains operating 749 stores and having net sales of \$45,043,653, and 21 meat or fish market chains with 225 stores and \$8,447,-632 sales. Fourteen candy, nut and confectionery chains operated 169 stores and did a total business of \$5,448,221, while 114 units belonging to 12 bakery chains (other than manufacturing bakeries) had total net sales of \$1,247,517.

Lumber and Building Group.- This group included two main business classifications, hardware chains, and lumber and building material chains. Altogether, 62 organizations in this group operated 1,122 units and did a total business of \$23,919,411. The lumber and building material chains, operating almost exclusively in the Prairie Provinces, had total sales of \$18,597,431. These sales were made through 1,035 branches belonging to 46 different companies. The 13 hardware chains reported a total business of \$4,217,927 done through their 70 stores.

Restaurant Group.- The 21 chains in this group operated 290 units and did a total business of \$14,283,226. Six kind-of-business classifications are included, of which restaurant chains (those providing their patrons with full table service but without lunch counter service) were most important.

Automotive Group.- In the automotive field, a total of 42 different organizations operated 841 units and did a total business of \$34,708,474. Ten motor vehicle dealer chains, with 78 individual establishments, had sales of \$19,174,965. Many other automobile dealers throughout the country act as agents for one particular make of car, but these have been classified as independent establishments and are not included with the chains. Twenty-eight filling station chains were reported operating 743 units and doing a total business of \$14,875,440. These chains have been classified under three headings, depending upon the supplementary activities carried on in addition to the sale of gas and oil. Here, again, all the individual units in every given chain could not be classified alike, so that each chain was classified according to the kind of business which constituted its main activity.

In addition to the filling stations operated by the multiple gasoline companies, and which have been included in this report, there were approximately 1,400 stations owned by the various companies but operated as leased stations by independent operators. Details regarding these stations were obtained from the operators or lessees, and such stations have been classified as independent establishments.

Other Kinds of Chains.- The 31 drug store chains which were in operation during 1930 had 292 stores and did a total business of \$13,971,087. Chains also did a substantial proportion of the total business in the office and store mechanical appliance field. The 12 organizations in this classification operated 142 stores and had total net sales of \$8,360,254. Other classifications in which chains were found operating in 1930 include cigar and tobacco stores, fur trading posts, coal, wood and ice

dealers, brewers' warehouses, jewellery stores, and dealers in office, store and school furniture.

Retail stores operated by government liquor commissions have been classified as chains for this census, the total retail sales reported amounting to \$100,394,009. Sales made through government mail order departments and warehouses were separately reported and havt not been included in this report.

### Services

In the service field, chain organizations were less important a factor than in the retail merchandising. However, 63 multiple concerns, each operating four or more establishments, were reported doing a total business of \$34,369,468. Chains were most important in the motion picture industry, where 16 different chains, operating 168 theatres, had total receipts of \$15,135,148. Chains in the service group have also been classified as to type of operation, approximately 56 per cent of the total receipts being made through 16 national chains operating 167 establishments.

### Description of Methods Used

The information contained in this report was obtained in connection with the Census of Merchandising and Service Establishments, which formed a part of the Seventh Decennial Census of Canada. Statistics were compiled from returns received from all retail chain organizations operating in Canada during 1930 and cover their trading operations during that year.

This bulletin is intended to give a general summary of the chain store business in Canada during 1930. More detailed analyses will be available for the most important chain groups, such as grocery chains, drug chains, etc. For each field in which chains were operating, information is here given regarding the number of chains, number of units, employment and wage facts, rentals paid, other operating expenses, stocks on hand at end of the year and net sales. No attempt has been made, however, to classify the chains of any given kind of business into groups based upon number of units operated or total sales volume, or to present operating expense ratios other than for each kind of business classification in its entirety. Chains have been classified according to type of operation, and tables have been included giving details regarding number of chains, stores and sales by provinces, credit and instalment sales, and dates of opening of chain store units. In some cases, where the number of chains was small, it has been necessary to combine the figures for more than one kind of business classification in order to avoid disclosing the operations of any individual company. When this was done, an effort was made to group businesses of a somewhat similar nature.

### What Constitutes a Chain

In this report, chain systems include four stores and upwards. Organizations operating two or three stores of the same or similar kinds of business are classified as two- or three-store multiples - not as chains - and are reported under these headings in the city, provincial and Dominion retail reports. The Preliminary Summary of Retail Trade in Canada (1930), issued by the Dominion Bureau of Statistics, reported over 3,400 units of two-store multiples which did a total business in 1930 of over \$150,000,000. More than 1,200 stores belonging to three-store multiples were also reported, which had total sales of almost \$66,000,000. These stores are not included in this report.

So called voluntary chains, in which the stores are individually owned and operated, but are grouped for buying and/or advertising purposes, are excluded from this report. Approximately 4,500 stores, belonging to thirty different groups, were operating on this basis during 1930 and did a total business of almost \$115,000,000.

Not all chain store companies operate a warehouse or warehouses from which the individual stores are stocked. Some form of central buying, however, is a fundamental feature of chain store operation, for, without this feature, the advantages to be gained from bulk purchasing would not be obtained. In a number of cases, branches have grown up around a parent store, from which the individual stores draw their stock. Such organizations should more properly be classified as local branch systems rather than chains, but the information received regarding the method followed in supplying the different stores was usually inadequate to permit this classification to be used. All retail organizations operating at least four stores carrying on the same or similar kinds of business are, therefore, classified as chains.

#### How Chains are Classified

For the general retail reports, each individual store has been classified according to the kind of business which it carried on. The kind-of-business classification to which each store was assigned is related generally to the popular designation given the establishment or to the lines of merchandise which are carried. In this report, however, each chain must be classified in its entirety. In the great majority of cases, all the individual stores in any given chain could be classified alike as to kind of business, and the classification to which the chain was assigned is the same as that of each store. There are a number of chains, however, in which all the unit stores cannot be classified alike, although their operations were sufficiently similar in nature to be included in the chain. For instance, a number of the so-called combination chains, operating grocery stores with meat departments, also operate a considerable number of purely grocery stores. A chain was classified as a combination store chain if a substantial portion of its business was conducted in stores of the combination type, even although the same company also operated stores selling groceries only. A similar situation exists in the case of filling station chains, where three kind-of-business classifications were used, depending upon the supplementary activities carried on in addition to the sale of gas and oil. Several chains operated stations which could not all be classified alike, so that, in classifying the chain, all that could be done was to use the kind-of-business classification which most closely represented the activities of the chain as a whole.

#### Types of Chains

Chains have been classified as local, provincial, sectional and national, depending upon the extent of territory in which their branches were situated. Local chains are located entirely, or almost so, within the same town or city. Provincial chains, as their name implies, are located within one province. The units of sectional chains are spread over two or three provinces, while national chains have stores in four provinces or more. While these definitions provided a working basis upon which to classify the different chains, in a number of border-line cases it was necessary to use some discretion in the way in which they were applied. For instance, a chain operating a large number of stores was classified as a provincial chain even if one or two units were situated outside the main province, and a chain was considered a local organization although some of the branches were situated in adjoining centres. The number of these border-line cases was relatively small, so that the definitions may be taken as fairly accurate.

Manufacturer-controlled chains are operated to distribute at retail the products of a manufacturing concern which owns and operates the stores. These chains are interested in promoting the sale of a predetermined article rather than in studying the customer preferences of the community and in supplying a stock of merchandise to suit these requirements. Chains of this type are found operating chiefly in the store and office appliance field, though they are also found with other lines of merchandise. Manufacturer-controlled chains have also been classified according to territory covered. It will be noted that most of these organizations are national in extent.

Forms of Tables

Each table consists of two parts, in each case the first part having to do with retail merchandise trade as distinct from the operations of retail service chains. While the business done by all retail service chains is relatively small in comparison to the total retail service figures, for some fields - such as theatres and advertising services - they do a substantial proportion of the total business.

Table I

Number of Chains, Stores, Personnel, Pay-Roll, Stocks and Sales

The number of stores shown in the tables is the total number which were operating during all or part of the year 1930. The net sales figure shown is the actual sales volume of the chains for the year, and the salaries and wages shown are the actual amounts paid as reported in the returns received.

The table also shows the number of full-time employees and part-time employees by sex. Part-time employees are taken to mean those who are employed only part of the normal working day or part of the week, and they must not be confused with those who were employed on full time for only part of the year. The latter are considered as full-time employees. When branches of a company were opened during the year of the report, the total wage bill reported covered the salaries and wages of employees who were on the pay-roll for part of the year only. In order that the average yearly salary of employees might be obtained from the tables, the number of employees used in each case is the average number for the year based upon the number of months of operation. For instance, if a chain opened one new store in the middle of the year, employing four clerks for the six months of operation, two employees only were attributed to that store in computing the average yearly number for the chain.

Stocks on Hand. - The figures given in this column are the values of the store inventories at the end of 1930, based upon the replacement cost of merchandise. This cannot be used to indicate the rate of stock turn, first, because of the different value bases, and, secondly, because the inventory value stated may not be representative of the average stock carried throughout the year.

Table II

Chain Store Operating Expenses

In addition to reporting salaries and wages paid during the year, each chain was asked to state the amount paid for leased premises and to indicate all other operating expenses. "All Other Expenses" include taxes, insurance, maintenance, delivery from stores, stationery and supplies, light, heat and power, interest on money borrowed for current business operations, and any other operating expenses. The cost of goods purchased for re-sale was to be excluded, as well as any items on capital account.

Central Office Expenses. - Partial information only was received regarding head office salaries and wages and other overhead expenses, although the forms sent out asked that these data be separately reported. When received, this overhead expense was prorated over the individual stores on the basis of sales. Later on, a questionnaire was sent to those companies which did not indicate what had been done with this item, and from the replies received it would appear that all overhead had been incorporated in the returns sent in. An exception to the above rule was made in the case of multiple gasoline establishments operating both bulk tank stations and retail filling stations. Here, head office expenses were attributed to the wholesale functions of the company only and have been omitted altogether from the retail reports. Chain store warehouses were considered as wholesale establishments for this census, and they are included in the wholesale reports. Expenses in connection with these warehouses are not included in the retail figures.

For each kind of business, rental cost has been shown as a percentage of sales made in leased premises and total operating expense has been shown as a percentage of total sales. Where wide discrepancies were found to exist in individual returns, the expense items were checked in order to avoid including any items which would materially affect the results. Due to the lack of uniformity in accounting practices, these

operating expense ratios should only be considered as indicative of the costs of operation of merchandising chains.

Table III

Chains Classified According to Type of Operation

In this table all chains have been classified according to type of operation, using the classifications (local, provincial, sectional and national) already defined.

Similar analyses have been given for chains operating in the chief kind-of-business fields, and also for manufacturer-controlled chains. The number of chains and number of stores have been given in each case, but, in order to avoid disclosing individual operations, it has sometimes been necessary to group the sales and stocks for more than one type of operation.

Table IV

Chains, Stores and Sales, by Provinces and Territories

In this table the geographical distribution of chains, stores and sales is given by provinces and territories, both for all chains as a whole and also for different kinds of business, arranged in broad classification groups. The number of stores and net sales can be added across in each case to give the Dominion totals, but, since many of the chains units located in more than one province and the figures in each column are, consequently not mutually exclusive, this cannot be done in the case of chains.

Of the (8,573) units of retail merchandising chains, Ontario contains 3,317 or 38.69 per cent. Quebec comes next with 1,698 units or 19.81 per cent, followed by Saskatchewan with 1,238 or 14.44 per cent. Of the total sales volume of all merchandising chains Ontario accounts for 42.42 per cent and Quebec for 21.39 per cent. British Columbia, which is fourth among the provinces in number of units, was third in volume of sales, doing 10.97 per cent of the total business. Table IV gives a corresponding analysis for service chains, showing out of the 458 units reported, Ontario led with 181 and Quebec was second with 93. While Ontario leads in number of chains, number of stores and net sales for most kinds of business groups, an important exception is found in the lumber and building group, where chains are most active in Saskatchewan.

Table V

Cash and Credit Sales for Selected Kinds of Business

Not all chains reported whether they sold on credit or not. Table V shows the number reporting credit sales and also the number reporting that they sold only for cash. The difference between the sum of these two figures and the total number of chains for each kind of business, as given in Table I, represents those which failed to report their credit activities. While credit sales were small during 1930 in grocery and combination (grocery with meat) chains, they formed a large proportion of the total sales in furniture chains, household appliance chains, and office furniture and appliance chains.

Table VI

Chain Units Classified According to Age, by Kinds of Business and Geographic Divisions

Of the 8,018 units of retail merchandising chains whose ages could be determined 984 or 12.3 per cent were established in 1930. During the preceding four years, 1926 to 1929 inclusive, 38.7 per cent of the total number were opened, while 49 per cent were in operation previous to the year 1926.

Dates of opening have also been given for kind of business groups, and it will be noted that in practically all cases the greatest number of units were added either during 1929 or 1930. In the group "All Other Chains", it will be noted that 169 units were opened during 1927, of which 97 were situated in Ontario. The controlling factor in this case was the opening of 85 new government liquor stores which have been included in this group.

Dates of opening have also been given for the units of service chains, but, due to the incompleteness of the returns received in this particular, the information is considered to be of less value.

ote:- If a comparison is made of the information given in this report on the operations of chain stores and the figures presented in the preliminary summary reports for retail stores by types of operation, certain differences will be found. It is felt that some explanation of these apparent discrepancies should be given.

In order to decrease the amount of labour in connection with the preliminary retail reports by limiting the number of classifications used, all establishments were classified as single stores, two- or three-store multiples, or as chains. Included in the latter class were a large number of establishments which, while resembling chains in some respects, are sufficiently different in their modes of operation to require a separate classification for the final tabulations. In the Western Provinces, approximately 1,060 grain elevators belonging to a number of different companies carry on a retail business in the sale of coal and feed. Sales of these commodities during 1930 amounted to more than \$2,077,000. These establishments were classified as chains for the preliminary retail reports but are not included in this bulletin, except as a footnote to Table I, and will appear as a separate group in the final general retail reports.

Several manufacturing and packing companies operate a number of retail stores, mainly for the benefit of their own employees. For the preliminary reports, approximately 10 such units, having total sales during 1930 of almost \$2,000,000, were classified as chains. These are not included in this report, and for the final retail reports will be classified as "Industrial Stores". Included in the chain store classification for the preliminary reports, and omitted here, are approximately 500 establishments affiliated with co-operative organizations and having retail sales of almost \$4,500,000. The reclassification of establishments, as between wholesale and retail, chains and three-store multiples, chains and other types of operation, has removed 36 additional establishments with sales of \$1,454,000 from the chain store type.

The number of stores and total sales for selected kinds of business, as herein reported, are also not directly comparable with the figures given in the preliminary reports. In the latter, each store was classified as to the kind of business which it carried on, while in this report each chain is classified as a whole. For instance, a number of general store chains also operate several grocery stores. In the preliminary report, the grocery units were classified as grocery stores and those selling general merchandise as general stores, but in this report these entire organizations would be classified as general store chains.

In the retail service field, the differences between the figures presented here and those given in the preliminary bulletin are chiefly due to two factors. Included in the preliminary chain figures were a number of theatres which, while affiliated to a certain extent with a multiple organization, are independently owned. These are excluded from this report. Setting this factor, a number of reports covering the operations of service chains were not received in time to be included in the preliminary reports but are included here.

The explanations given thus far will account for most of the differences in the number of units reported in the two statements. In addition, however, certain noticeable differences will be found in the value of sales for chain stores, as given in the preliminary reports and the total sales figure now presented for chain store organizations. On examination, it will be found that the amount of business credited to chain stores in this report, is somewhat less than that already shown in the preliminary reports. These differences in sales values arise out of the methods which have been followed in preparing the two series of reports.

In a considerable number of cases, branches of chain stores were opened during the year 1930, and, consequently, the operating statement furnished by the chain store companies for these particular units covered only that part of the year that the branches were under their direction. In many cases, chain stores purchased during the year independent trading concerns, for which it was impossible to obtain a report covering the portion of the year prior to their inclusion in the chain. For this reason, it was believed that a more accurate picture would be given of the total amount of retail trade transacted in each locality for the year if the reported business of stores opening during the year was projected for twelve months' operations. In other words, the figures given for part-year business were multiplied by a factor which seemed most reasonable in each case to obtain a full year's operations. In so far as chain stores alone are concerned, this method tends slightly to exaggerate the actual sales of chain stores in 1930, but, on the other hand, the results give an indication of the amount of business which would have been handled by chain stores if every unit had operated for twelve months. They also give a more accurate picture of the total retail trade transacted whether by chain or independent stores.

The present report, however, is based on the consolidated financial statements submitted by chain stores, covering the entire operations during the year. An attempt is made in this report to show the actual business handled by chain store organizations during 1930 distinguished from the purpose of the preliminary summaries, which was to give a fair estimate of the amount of business done in each community and in the entire country.

As the reports have been constructed for two dissimilar purposes, the differences between them should be accepted as indicating the various uses to which the figures in each series may be put and not as contradictory conclusions. For those who wish to analyze the actual operations of chain stores in a particular period, the present series will be found most helpful. For those, however, who seek to determine the extent of retail trade through all channels, the summary reports will be found to contain the data most accurately picking the whole field.

CHAIN STORE OPERATIONS

TABLE I.

## NUMBER OF CHAINS, STORES

Kind of Business		Number of chains	Number of stores	Net sales (1930)
1	All Chains, Total .....	523	8,573	\$ 548,185,259 <sup>x</sup>
2	General merchandise group, total .....	52	611	107,077,192
3	Department and general store chains .....	27	189	63,900,706
4	Dry-goods store chains .....	10	95	3,793,107
5	Variety store chains (5-and-10, and to-a-dollar) ..	15	327	39,383,379
6	Apparel group, total .....	81	660	31,075,260
7	Men's and boys' clothing chains (including custom tailors) .....	8	109	4,970,600
8	Men's furnishing chains .....	5	20	908,433
9	Men's clothing and furnishing chains .....	6	49	3,548,683
10	Men's hat and cap chains .....	3	13	439,050
11	Women's apparel chains .....	14	117	5,435,161
12	Women's accessory chains .....	4	28	1,082,916
13	Millinery chains .....	7	42	537,706
14	Furrier chains .....	3	16	1,529,016
15	Family clothing chains (including furnishings) .....	13	58	4,746,729
16	Shoe store chains .....	18	208	7,876,966
17	Furniture and household group, total .....	37	481	29,404,176
18	Furniture chains .....	8	96	9,367,872
19	Household appliance chains .....	6	159	6,671,898
20	Household appliance chains (owned by utility companies) .....	13	128	3,610,004
21	Radio chains .....	1	5)	
22	Radio and electrical chains .....	2	18)	8,722,991
23	Radio and musical instrument chains .....	4	52)	
24	Other house furnishing chains .....	3	23	1,031,411
25	Lumber and building group, total .....	62	1,122	23,919,411
26	Hardware chains .....	13	70	4,217,927
	Lumber and building material chains .....	46	1,035	18,597,431
	Heating appliance chains .....	1	4)	
	Paint and glass chains .....	2	13)	1,104,053

<sup>x</sup> In addition, 16 grain elevator companies with 1,060 units, had retail sales of coal and feed, amounting to \$2,077,412. Stocks on hand at end of the year were approximately \$441,600.

**RETAIL MERCHANDISING**  
**PERSONNEL, PAY-ROLL, STOCKS AND SALES**

Stocks on hand, end of year (at cost)	Employment and wage facts							
	Full-time employees			Part-time employees				
	Male	Female	Salaries	Male	Female	Salaries		
\$ 70,075,594	31,135	19,271	\$ 56,335,691	4,560	5,096	\$ 2,341,448	1	
18,780,216	4,406	11,581	12,568,940	196	3,825	720,250	2	
12,099,195	3,322	3,807	7,957,024	98	292	186,717	3	
1,395,579	186	603	432,730	44	229	22,698	4	
5,285,442	998	7,171	4,179,186	54	3,304	510,835	5	
6,690,445	1,445	1,089	3,313,733	525	302	224,811	6	
498,379	283	11	436,207	93	1	31,385	7	
293,761	46	5	72,084	30	3	5,075	8	
1,081,205	203	56	428,557	66	14	21,067	9	
73,074	31	3	46,044	8	-	577	10	
685,620	62	416	497,111	-	64	11,739	11	
198,211	11	71	106,601	-	24	4,213	12	
47,873	5	92	66,382	-	32	8,412	13	
490,752	74	93	268,721	5	15	13,455	14	
1,420,152	212	274	570,524	29	106	57,778	15	
1,901,418	518	68	821,502	294	43	71,110	16	
6,364,345	3,829	679	6,195,204	249	36	97,564	17	
2,712,395	714	114	1,291,346	30	8	15,241	18	
1,252,948	1,819	292	2,597,358	40	-	40,773	19	
876,723	377	70	552,630	144	22	33,768	20	
1,286,704	701	190	1,407,338	29	6	5,934	21	
235,575	218	13	346,532	6	-	1,848	22	
7,798,760	1,900	130	2,928,453	339	15	99,391	23	
1,364,786	309	42	442,552	18	1	8,237	24	
6,297,087	1,463	75	2,288,153	321	14	91,154	25	
136,887	128	13	197,748	-	-	-	26	

CHAIN STORE OPERATIONS

TABLE I--Continued

NUMBER OF CHAINS, STORES

Kind of Business	Number of chains	Number of stores	Net sales (1930)
1 Food group, total .....	120	2,669	\$ 137,398,785
2 Bakery shop chains .....	12	114	1,247,517
3 Candy, nut and confectionery chains .....	14	169	5,448,221
4 Grocery chains .....	44	749	45,043,653
5 Combination (grocery with meat dept.) chains ....	23	1,379	74,800,139
6 Meat market chains .....	20	221)	
Fish market chains .....	1	4)	8,447,682
Dairy products chains .....	2	14)	
7 Fruit and vegetable chains .....	2	10)	2,411,573
Coffee, tea and spice chains .....	2	9)	
8 Restaurant group, total .....	21	290	14,283,226
9 Cafeteria chains .....	5	27	2,887,496
10 Restaurant chains .....	5	33	3,951,987
Lunch room chains .....	3	27)	
Sandwich shop chains .....	2	54)	
11 Lunch counter chains .....	4	140)	7,443,743
Refreshment booth chains .....	2	9)	
12 Automotive group, total .....	42	841	34,708,474
13 Motor vehicle dealer chains .....	10	78	19,174,965
14 Tire shop chains .....	1	5)	
Garage chains .....	3	15)	658,069
15 Filling station chains (gas, oil and fuel oil) ..	15	486	10,091,633
Filling station chains (tires, accessories, washing and polishing) .....	12	246)	
16 Filling station chains (candy, lunch counter, other merchandise) .....	1	)	4,783,807
17 Other chains, total .....	108	1,899	170,318,735
18 Brewers' warehouse chains .....	6	40	6,880,578
19 Coal, wood and ice dealer chains .....	6	43	5,265,159
20 Drug store chains .....	31	292	13,971,087
Farm implement chains .....	3	15)	
21 Machinery chains .....	1	4)	1,665,055
22 Feed store chains .....	3	46	7,771,015

RETAIL MERCHANDISING

PERSONNEL, PAY-ROLL, STOCKS AND SALES

Stocks on hand, end of year (at cost)	Employment and wage facts						
	Full-time employees			Part-time employees			
	Male	Female	Salaries	Male	Female	Salaries	\$
\$ 6,773,684	6,842	2,653	10,463,689	2,299	714	638,798	1
23,282	58	188	209,801	-	32	9,848	2
164,782	215	704	815,766	34	74	30,871	3
2,775,545	1,508	953	2,420,048	393	311	95,041	4
3,474,744	4,211	698	5,902,500	1,796	279	471,479	5
218,262	712	53	883,845	75	5	28,409	6
117,069	138	57	231,729	1	13	3,150	7
393,801	2,121	1,692	3,249,851	3	150	91,359	8
86,441	456	338	752,524	1	46	17,193	9
56,455	578	618	996,426	-	26	6,085	10
250,905	1,087	736	1,500,901	2	78	68,081	11
3,518,133	3,242	95	4,325,420	218	-	99,069	12
2,984,955	1,270	84	2,058,426	6	-	2,829	13
90,621	68	4	72,430	-	-	-	14
257,575	1,239	1	1,431,076	203	-	92,006	15
184,982	665	6	783,488	9	-	4,234	16
19,756,210	7,350	1,352	13,290,401	731	54	370,206	17
388,034	210	33	287,300	5	-	1,050	18
331,187	327	21	469,806	177	2	140,098	19
2,510,904	1,145	255	1,801,588	22	30	21,185	20
1,358,741	115	13	247,160	10	2	4,817	21
970,480	292	30	413,489	3	1	2,300	22

CHAIN STORE OPERATIONS

TABLE I--Continued

NUMBER OF CHAINS, STORES

Kind of Business		Number of chains	Number of stores	Net sales (1930)
1	Other chains, total (Continued) .....	108	1,899	\$ 170,318,735
2	Florist chains .....	3	13	608,084
3	Government liquor store chains .....	9	645	100,394,009
4	Books and stationery chains .....	2	13)	
5	News-dealer, stationers, and novelty store chains.	1	4)	1,209,023
6	Office, store and school furniture, equipment and supply chains .....	4	31	2,774,011
7	Office and store mechanical appliance chains .....	11	125)	
8	Typewriter store chains .....	1	17)	8,360,254
9	Tobacco stand chains .....	1	4)	
10	Tobacco store chains .....	8	211)	7,800,763
11	Camera and photographic supply chains .....	1	6)	
12	Gift shop chains .....	2	13)	
13	Jewellery chains .....	3	25)	7,514,775
14	Optical goods chains .....	1	5)	
15	Fur company trading stores chains .....	7	316)	
16	Institutional stores chains .....	1	12)	
17	Luggage and leather goods chains .....	1	4)	6,104,922
18	Patent medicine chains .....	1	10)	
19	Sporting goods chains .....	1	5)	

CHAIN STORE OPERATIONS

TABLE I.

NUMBER OF CHAINS, UNITS

Kind of Business		Number of chains	Number of stores	Receipts (1930)
10	All Chains, Total .....	63	458	\$ 34,369,468
11	Amusement chains -			
12	Motion picture chains .....	16	168	15,135,148
	Billiards and pool chains .....	1	6)	
	Bowling alley chains .....	1	5)	
13	Concession chains .....	1	5)	466,090
	Golf course chains .....	1	9)	

RETAIL MERCHANDISING

## PERSONNEL, PAY-ROLL, STOCKS AND SALES

Stocks on hand, end of year (at cost)	Employment and wage facts							
	Full-time employees			Part-time employees				
	Male	Female	Salaries	Male	Female	Salaries		
\$ 19,756,210	7,350	1,352	\$ 13,290,401	731	54	\$ 370,206	1	
45,543 5,109,060	46 2,234	19 202	71,923 \$ 3,986,615	2 247	1 3	2,400 43,905	2 3	
419,500	170	61	265,488	71	5	23,849	4	
429,557 1,744,178	165 1,213	35 173	446,742 \$ 2,565,807	2 2	2 -	625 103	5 6	
688,604	402	49	750,444	8	5	2,687	7	
2,480,387	380	432	1,123,666	-	-	-	8	
3,280,015	651	29	860,373	182	3	127,187	9	

RETAIL SERVICES

## PERSONNEL, PAY-ROLL, STOCKS AND RECEIPTS

Stocks on hand, end of year (at cost)	Employment and wage facts							
	Full-time employees			Part-time employees				
	Male	Female	Salaries	Male	Female	Salaries		
\$ 282,905	4,203	1,697	\$ 7,752,705	493	85	\$ 281,838	10	
-	1,513	519	2,654,344	242	78	101,359	11	
-	135	11	165,366	-	-	-	12	

CHAIN STORE OPERATIONS

TABLE I--Continued

## NUMBER OF CHAINS, UNITS

Kind of Business		Number of chains	Number of stores	Receipts (1930)
				\$
Business services -				
1 Advertising agency chains .....		5	28	8,998,141
Outdoor display and billboard advertising chains ..		3	17)	(a)
2 Handbills, showcard, novelty advertising .....		1	9)	1,613,467
Collection and credit agency chains .....		1	9)	
Domestic services -				
3 Cleaners and dyers chains .....		10	54)	
Laundry chains .....		1	6)	3,160,497
Coat and towel supply chains .....		1	9)	
4 Educational services .....		4	43	679,814
Personal services -				
5 Barber shop chains .....		1	6)	
Beauty parlour chains .....		1	5)	
Hairdressing shop chains .....		1	5)	232,671
Shoe shine chains .....		1	6)	
Transfer services -				
6 General transfer chains .....		2	11)	
Trucking and cartage, local .....		2	10)	2,583,950
Taxi and auto livery chains .....		1	4)	
Other services -				
7 Auto storage chains .....		2	8)	
Boot and shoe repair chains .....		1	4)	
Business machine repair chains .....		1	7)	
Funeral directors .....		1	6)	1,499,690
Hemstitching, sewing chains .....		1	5)	
Photography chains .....		1	6)	
Miscellaneous chains .....		1	7)	

(a) Total sales value of advertising placed.

RETAIL SERVICES

PERSONNEL, PAY-ROLL, STOCKS AND RECEIPTS

Stocks on hand, end of year (at cost)	Employment and wage facts							
	Full-time employees			Part-time employees				
	Male	Female	Salaries	Male	Female	Salaries		
\$			\$			\$		
42,890	218	179	961,414	-	-	-	1	
	261	42	450,988	36	2	14,016	2	
37,590	623	760	1,359,223	5	5	5,200	3	
624	48	89	169,231	1	-	119	4	
3,292	75	55	126,016	3	-	500	5	
693	1,109	6	1,231,049	196	-	160,034	6	
197,816	421	36	635,074	10	-	610	7	

## CHAIN STORE OPERATIONS

TABLE II.

## OPERATING EXPENSES AND RENTAL COST

	Kind of Business	Number of chains	Number of stores	Total pay-roll reported
1	All Chains, Total .....	523	8,573	\$ 58,677,139
2	General merchandise group, total .....	52	611	13,289,190
3	Department and general store chains .....	27	189	8,143,741
4	Dry goods store chains .....	10	95	455,428
5	Variety store chains (5-and 10, and to a dollar) .....	15	327	4,690,021
6	Apparel group, total .....	81	660	3,538,544
7	Men's and boys' clothing chains (including custom tailors)	8	109	467,592
8	Men's furnishing chains .....	5	20	77,159
9	Men's clothing and furnishing chains .....	6	49	449,624
10	Men's hat and cap chains .....	3	13	46,621
11	Women's apparel chains .....	14	117	508,850
12	Women's accessory chains .....	4	28	110,814
13	Millinery chains .....	7	42	74,794
14	Furrier chains .....	3	16	282,176
15	Family clothing chains (including furnishings) .....	13	58	628,302
16	Shoe store chains .....	18	208	892,612
17	Furniture and household group, total .....	37	481	6,292,768
18	Furniture chains .....	8	96	1,306,587
19	Household appliance chains .....	6	159	2,638,131
20	Household appliance chains (owned by utility companies)	13	128	586,398
	Radio chains .....	1	5	
21	Radio and electrical chains .....	2	18	1,413,272
	Radio and musical instrument chains .....	4	52	
22	Other house furnishing chains .....	3	23	348,380
23	Food group, total .....	120	2,669	11,102,487
24	Bakery shop chains .....	12	114	219,649
25	Candy, nut and confectionery chains .....	14	169	846,637
26	Grocery chains .....	44	749	2,515,089
27	Combination (grocery with meat) store chains .....	23	1,379	6,373,979
28	Meat market chains .....	20	221	
	Fish market chains .....	1	4	912,254
	Dairy product chains .....	2	14	
29	Fruit and vegetable chains .....	2	10	234,879
	Coffee, tea and spice chains .....	2	9	
30	Lumber and building group, total .....	62	1,122	3,027,844
31	Hardware chains .....	13	70	450,789
32	Lumber and building materials chains (including coal and wood)	46	1,035	2,379,307
33	Heating appliance chains .....	1	4	
	Paint and glass chains .....	2	13	197,748

RETAIL MERCHANDISING

FOR CHAINS, BY KINDS OF BUSINESS

All other reported expenses (includes rent)	Net sales (1930)	Total operating expense	Rental Cost (Included in "All other expenses" column)				
			Per cent to net sales	Number of stores in leased premises	Rent paid for leased premises	Net sales of stores in leased premises	
			\$	\$	\$	\$	%
60,604,846	548,185,259	21.76		5,792	13,635,619	434,276,354	3.14
13,933,953	107,077,192	25.42		426	3,224,575	83,564,613	3.86
8,121,935	63,900,706	25.45		78	1,546,792	48,424,196	3.19
519,508	3,793,107	25.70		78	134,462	2,744,003	4.90
5,292,510	39,383,379	25.35		270	1,543,321	32,396,414	4.76
5,024,943	31,075,260	27.56		642	1,833,001	30,284,086	6.05
776,469	4,970,600	25.03		102	286,383	4,696,742	6.10
169,313	908,433	27.13		120	85,753	908,433	9.44
630,052	3,548,683	30.42		48	194,643	3,537,906	5.50
108,728	439,050	35.38		13	59,249	439,050	13.49
911,224	5,435,161	26.12		116	387,511	5,434,039	7.13
164,435	1,082,916	25.42		28	85,234	1,082,918	7.87
143,393	537,706	40.58		42	83,359	537,706	15.50
367,047	1,529,016	42.46		16	79,022	1,529,016	5.17
788,577	4,746,729	29.85		54	195,231	4,513,078	4.32
965,705	7,876,966	23.59		203	376,616	7,605,198	4.95
5,325,285	29,404,176	39.51		320	637,732	17,189,789	3.71
1,544,917	9,367,872	30.44		40	161,924	4,194,060	3.86
1,544,213	6,671,898	59.69		156	217,702	6,247,273	3.48
578,644	3,610,004	32.27		59	87,383	2,109,616	4.14
1,738,888	8,722,991	36.14		44	147,685	3,874,614	3.81
118,623	1,031,411	45.28		21	23,038	764,226	3.01
12,240,436	137,398,785	16.99		2,421	3,337,773	123,237,652	2.71
154,960	1,247,517	30.03		107	82,031	1,105,584	7.42
1,120,141	5,448,221	36.10		162	441,693	4,813,629	9.18
2,670,123	45,043,653	11.51		677	738,427	39,411,281	1.87
7,282,308	74,800,139	18.25		1,239	1,831,867	67,848,683	2.70
856,295	8,447,682	20.93		208	209,080	7,730,348	2.70
156,609	2,411,573	16.23		28	34,675	2,328,127	1.49
2,701,252	23,919,411	23.95		99	126,803	4,390,588	2.89
521,569	4,217,927	23.05		48	89,726	2,152,270	4.17
1,945,517	18,597,431	23.25		34	8,592	1,134,265	.76
234,166	1,104,053	39.12		17	28,485	1,104,053	2.58

## CHAIN STORE OPERATIONS

TABLE II--Continued

## OPERATING EXPENSES AND RENTAL COST

	Kind of Business	Number of chains	Number of stores	Total pay-roll reported
1	Restaurant group, total .....	21	290	\$ 3,341,210
2	Cafeteria chains .....	5	27	769,717
3	Restaurant chains .....	5	33	1,002,511
	Lunch room chains .....	3	27)	
4	Sandwich shop chains .....	2	54)	
	Lunch counter chains .....	4	140)	1,568,982
	Refreshment booth chains .....	2	9)	
5	Automotive group, total .....	42	841	4,424,489
6	Motor vehicle dealer chains .....	10	78	2,041,255
7	Tire shop chains .....	1	5)	
	Garage chains .....	3	15)	72,430
8	Filling station chains (gas, oil and fuel oil) .....	15	486	1,523,082
	Filling station chains (tires, accessories, washing and polishing) .....	12	246)	
9	Filling station chains (candy, lunch counter, other merchandise) .....	1	11)	787,722
10	Other chains, total .....	108	1,899	13,660,607
11	Brewers' warehouse chains .....	6	40	288,350
12	Coal, wood and ice dealer chains .....	6	43	609,904
13	Drug store chains .....	31	292	1,822,773
14	Farm implement chains .....	3	15)	
	Machinery chains .....	1	4)	251,977
15	Feed store chains .....	3	46	415,789
16	Florist chains .....	3	13	74,323
17	Government liquor store chains .....	9	645	4,030,520
18	Books and stationery chains .....	2	13)	
	News dealers, stationers and novelty store chains .....	1	4)	289,337
19	Office, store and school furniture, equipment and supply chains .....	4	31	447,367
20	Office and store mechanical appliance chains .....	11	125)	
	Typewriter store chains .....	1	17)	2,565,910
21	Tobacco stand chains .....	1	4)	
	Tobacco store chains .....	8	211)	753,131
	Camera and photographic supply chains .....	1	6)	
22	Gift shop chains .....	2	13)	
	Jewellery chains .....	3	25)	1,123,666
	Optical goods chains .....	1	5)	
	Fur companies trading stores chains .....	7	316)	
23	Institutional stores chains .....	1	12)	
	Luggage and leather goods chains .....	1	4)	987,560
	Patent medicine chains .....	1	10)	
	Sporting goods chains .....	1	5)	

RETAIL MERCHANDISING

FOR CHAINS, BY KINDS OF BUSINESS

All other reported expenses (includes rent)	Net sales (1930)	Total operating expense Per cent tonet sales	Rental Cost (Included in "All other expenses" column)				
			Number of stores in leased premises	Rent paid for leased premises	Net sales of stores in leased premises	Per cent of rent to sales in leased premises	
\$ 3,105,042	\$ 14,283,226	45.13	221	\$ 1,009,214	\$ 11,582,538	8.72	1
709,530	2,887,496	51.23	26	230,148	2,881,099	7.99	2
1,026,762	3,951,987	51.35	29	280,916	3,683,255	7.63	3
1,368,750	7,443,743	39.47	166	498,150	5,018,184	9.93	4
3,743,380	34,708,474	23.53	210	397,206	14,306,694	2.78	5
2,025,441	19,174,965	21.21	58	225,464	10,448,650	2.16	6
55,397	658,069	19.42	15	20,249	599,528	3.57	7
1,137,956	10,091,633	26.37	90	92,706	1,958,093	4.73	8
524,586	4,783,807	27.43	67	58,787	1,300,423	4.52	9
14,530,555	170,518,735	16.55	1,453	\$ 3,069,315	\$ 149,720,394	2.05	10
263,545	6,880,578	8.02	38	62,782	6,101,558	1.03	11
416,161	5,265,159	19.49	15	22,558	2,010,552	1.12	12
1,690,044	13,971,087	25.14	282	845,163	13,589,213	6.22	13
273,671	1,665,055	31.57	9	7,089	460,534	1.54	14
571,217	7,771,015	12.70	26	33,363	3,122,366	1.07	15
172,571	608,084	40.60	9	32,676	368,071	8.88	16
4,712,644	100,394,009	8.71	635	622,170	96,637,033	.64	17
200,057	1,209,023	40.78	17	78,035	1,209,023	6.45	18
492,481	2,774,011	33.88	20	65,053	2,021,088	3.22	19
1,321,579	8,360,254	46.50	119	190,831	7,990,328	2.39	20
1,168,853	7,800,763	24.64	210	680,422	7,379,284	9.22	21
1,627,065	7,514,775	36.60	49	399,104	7,514,775	5.31	22
1,620,667	6,104,922	42.72	24	30,069	1,316,569	2.29	23

CHAIN STORE OPERATIONS

TABLE II.

## OPERATING EXPENSES AND RENTAL COST

Kind of Business		Number of chains	Number of units	Total pay-roll reported
1	All Chains, Total .....	63	458	\$ 8,034,543
	Amusement chains -			
2	Motion picture chains .....	16	168	2,755,703
	Billiards and pool chains .....	1	6)	
3	Bowling alley chains .....	1	5)	
	Concession chains .....	1	5)	165,366
	Golf course chains .....	1	9)	
	Business services -			
4	Advertising agency chains .....	5	28	961,414
	Outdoor display and billboard advertising chains .....	3	17)	
5	Handbills, showcard and novelty advertising chains .....	1	9)	465,004
	Collection and credit agency chains .....	1	9)	
	Domestic services -			
6	Cleaners and dyers chains .....	10	54)	
	Laundry chains .....	1	6)	1,364,423
	Coat and towel supply chains .....	1	9)	
7	Educational service chains .....	4	43	169,350
	Personal services -			
8	Barber shop chains .....	1	6)	
	Beauty parlour chains .....	1	5)	
	Hairdressing shop chains .....	1	5)	126,516
	Shoe shine chains .....	1	6)	
	Transfer services -			
9	General transfer chains .....	2	11)	
	Trucking and cartage, local .....	2	10)	1,391,083
	Taxi and livery chains .....	1	4)	
	Other services -			
10	Auto storage chains .....	2	8)	
	Boot and shoe repair chains .....	1	4)	
	Business machine repair chains .....	1	7)	
	Funeral directors .....	1	6)	635,684
	Hemstitching, sewing chains .....	1	5)	
	Photography chains .....	1	6)	
	Miscellaneous chains .....	1	7)	

RETAIL SERVICES

## FOR CHAINS, BY KINDS OF BUSINESS

All other reported expenses (includes rent)	Receipts (1930)	Total operating ex-pense	Rental Cost (Included in "All other expenses" column)				Per cent of rent to receipts in leased premises
		Per cent of receipts	Number of units in leased premises	Rent paid for leased premises	Receipts of units in leased premises		
\$ 15,185,532	\$ 34,369,468	67.56	316	\$ 1,580,183	\$ 20,698,684	7.63	1
10,566,065	15,135,148	88.02	114	1,169,726	8,864,721	13.20	2
192,324	466,090	76.74	11	46,866	324,405	14.46	3
443,204	8,998,141	15.61	28	79,060	8,998,141	.88	4
812,695	1,613,467	79.19	21	16,033	1,127,017	1.42	5
1,221,452	3,160,497	81.82	42	40,957	715,934	5.72	6
188,062	679,814	52.57	40	59,363	453,013	13.11	7
77,002	232,671	87.45	21	46,723	232,370	20.09	8
1,162,941	2,583,950	98.84	4	14,724	136,890	10.74	9
521,787	1,499,690	77.18	35	106,731	1,492,110	7.15	10

TABLE III.

CHAIN STORE OPERATIONS - RETAIL MERCHANDISING  
CHAINS CLASSIFIED ACCORDING TO TYPE OF OPERATION,  
BY KINDS OF BUSINESS

Kind of Business	Number of chains	Number of stores	Net sales (1930)	Per cent of total sales	Stocks on hand, end of year (at cost)
All Chains, Total .....	523	8,573	548,185,259	100.00	70,075,594
Local chains .....	201	1,333	67,670,372	12.34	7,929,866
Provincial chains .....	203	2,922	208,839,447	38.10	25,612,212
Sectional chains .....	60	1,696	102,324,533	18.67	15,913,070
National chains .....	59	2,622	169,350,907	30.89	24,620,446
Manufacturer-controlled chains (included in above), total .....	36	449	37,260,569	100.00	7,580,730
Manufacturer-controlled, Provincial .....	4	31	3,410,130	9.15	600,139
Manufacturer-controlled, Sectional .....	6	42	2,099,912	5.64	592,830
Manufacturer-controlled, National .....	26	376	31,750,527	85.21	6,387,761
Dry goods store chains, total .....	10	95	3,793,107	100.00	1,395,579
Local chains .....	6	31	1,525,674	40.22	555,289
Provincial chains .....	4	64	2,267,433	59.78	840,290
Variety store chains, total .....	15	327	39,383,379	100.00	5,285,442
Local chains .....	2	17)	3,470,931	8.13	553,201
Provincial chains .....	8	55)	35,912,448	91.87	4,732,241
Sectional chains .....	1	22)			
National chains .....	4	233)			
Men's and boys' apparel (including hat and cap chains), total .....	22	191	9,866,766	100.00	1,946,419
Local chains .....	8	35	1,375,777	13.94	327,308
Provincial chains .....	9	62	3,242,300	32.86	940,636
Sectional chains .....	3	28)	5,248,689	53.20	678,475
National chains .....	2	66)			
Women's apparel (including women's accessory chains and furrier chains) total .....	21	161	8,047,093	100.00	1,374,583
Local chains .....	5	30	918,519	11.41	208,217
Provincial chains .....	8	47	1,429,697	17.77	328,606
Sectional chains .....	6	28)	5,698,877	70.82	837,760
National chains .....	2	56)			

CHAIN STORE OPERATIONS - RETAIL MERCHANDISING

TABLE III--Continued

CHAINS CLASSIFIED ACCORDING TO TYPE OF OPERATION,  
BY KINDS OF BUSINESS

Kind of Business	Number of chains	Number of stores	Net sales (1930)	Per cent of total sales	Stocks on hand, end of year (at cost)
Family clothing chains, total .....	13	58	4,746,729	100.00	1,420,152
Local chains .....	7	29	1,311,971	27.64	403,571
Provincial chains .....	5	21)			
Sectional chains .....	1	8)	3,434,758	72.36	1,016,581
Millinery chains, total .....	7	42	537,706	100.00	47,873
Local chains .....	3	12	220,444	41.00	20,743
Provincial chains .....	3	16)			
Sectional chains (a).....	1	14)	317,262	59.00	27,130
Shoe store chains, total .....	18	208	7,876,966	100.00	1,901,418
Local chains .....	10	86	4,093,650	51.97	841,108
Provincial chains .....	5	55)			
Sectional chains .....	1	5)	3,783,316	48.03	1,060,310
National chains (b).....	2	62)			
Household appliance chains, total .....	19	287	10,281,902	100.00	2,129,671
Local chains .....	2	13)			
Provincial chains (b) .....	12	119)	3,786,184	51.97	899,863
Sectional chains (a) .....	1	7)			
National chains (a) .....	4	148)	6,495,718	48.03	1,229,808
Other house furnishings (including furniture chains), total .....	18	194	19,122,274	100.00	4,234,674
Local chains .....	5	24	4,747,385	24.83	838,648
Provincial chains .....	6	87	6,945,474	36.32	2,287,192
Sectional chains .....	4	34)			
National chains .....	3	49)	7,429,415	38.85	1,108,834
Bakery shop chains -					
Local chains only .....	12	114	1,247,517	100.00	23,282

(a) Manufacturer-controlled.

(b) Includes one manufacturer-controlled chain.

## CHAIN STORE OPERATIONS - RETAIL MERCHANDISING

TABLE III--Continued

CHAINS CLASSIFIED ACCORDING TO TYPE OF OPERATION,  
BY KINDS OF BUSINESS

Kind of Business	Number of chains	Number of stores	Net sales (1930)	Per cent of total sales	Stocks on hand, end of year (at cost)
			\$		\$
Candy, nut and confectionery chains, total .....	14	169	5,448,221	100.00	164,782
Local chains .....	8	36	1,078,551	19.80	104,866
Provincial chains .....	3	44)	4,369,670	80.20	59,916
Sectional chains .....	3	89)			
Grocery store chains, total .....	44	749	45,043,653	100.00	2,775,545
Local chains .....	26	246	10,148,670	22.53	778,312
Provincial chains .....	14	462)			
Sectional chains .....	4	41)	34,894,983	77.47	1,997,233
Combination (grocery with meat dept.) store chains, total .....	23	1,379	74,800,139	100.00	3,474,744
Local chains .....	12	66	4,004,210	5.35	147,255
Provincial chains .....	6	95	6,566,427	8.78	306,002
Sectional chains .....	3	509)			
National chains .....	2	709)	64,229,502	85.87	3,021,487
Meat markets (including fish market chains), total .....	21	225	8,447,682	100.00	218,262
Local chains .....	16	100	3,852,917	45.61	95,091
Provincial chains .....	3	15)			
Sectional chains .....	2	110)	4,594,765	54.39	123,171
Grocery, combination, and meat chains combined, total .....	88	2,353	128,291,474	100.00	6,468,551
Local chains .....	54	412	18,005,797	14.04	1,020,658
Provincial chains .....	23	572	37,951,264	29.58	2,070,735
Sectional chains .....	9	660)			
National chains .....	2	709)	72,334,413	56.38	3,377,158
Hardware chains, total .....	13	70	4,217,927	100.00	1,364,786
Local chains .....	5	22	2,027,541	48.07	509,228
Provincial chains .....	8	48	2,190,386	51.93	855,558
Lumber and building material chains, total .....	46	1,035	18,597,431	100.00	6,297,087
Local chains .....	2	8)			
Provincial chains .....	32	521)	10,481,397	56.36	3,154,639
Sectional chains .....	12	506	8,116,034	43.64	3,142,448

## CHAIN STORE OPERATIONS - RETAIL MERCHANDISING

TABLE III--Continued

CHAINS CLASSIFIED ACCORDING TO TYPE OF OPERATION,  
BY KINDS OF BUSINESS

Kind of Business	Number of chains	Number of stores	Net sales (1930)	Percent of total sales	Stocks on hand, end of year (at cost)
Restaurant group, total .....	21	290	\$ 14,283,226	100.00	\$ 393,801
Local chains .....	11	58	3,614,148	25.30	106,881
Provincial chains .....	4	24	2,002,933	14.02	74,090
Sectional chains .....	3	28	4,644,474	32.52	58,229
National chains .....	3	180	4,021,671	28.16	154,601
Motor vehicle chains, total .....	10	78	19,174,965	100.00	2,985,276
Local chains .....	1	4)	8,098,321	42.23	1,128,329
Provincial chains .....	5	46)			
Sectional chains (a) .....	1	4)			
National chains (a) .....	3	24)	11,076,644	57.77	1,856,947
Filling station chains, total .....	28	743	14,875,440	100.00	442,557
Local chains .....	9	61	1,617,945	10.88	36,576
Provincial chains .....	11	161	3,025,699	20.34	148,737
Sectional chains .....	5	169)			
National chains .....	3	352)	10,231,796	68.78	257,244
Rug store chains, total .....	31	292	13,971,087	100.00	2,510,904
Local chains .....	24	174	6,696,634	47.93	1,395,245
Provincial chains .....	5	75)			
Sectional chains .....	1	6)	7,274,453	52.07	1,115,659
National chains .....	1	37)			
Office and store mechanical appliance chains					
Office, store and school furniture, equipment and supplies chains -					
Sectional chains .....	1	4)			
National chains (b) .....	15	169)	11,134,265	100.00	2,173,755

## CHAIN STORE OPERATIONS - RETAIL SERVICES

TABLE III.

Kind of Business	Number of chains	Number of units	Receipts (1930)	Percent of total receipts	Stocks on hand, end of year (at cost)
All Chains, Total .....	60	436	\$ 34,369,468	100.00	\$ 282,905
Local chains .....	20	128	5,847,203	17.01	5,711
Provincial chains .....	21	124	5,916,403	17.21	60,628
Sectional chains .....	6	39	3,209,100	9.34	162,540
National chains .....	16	167	19,396,762	56.44	54,026
Theatre chains, total .....	16	168	\$ 15,135,148	100.00	-
Local chains .....	7	54	3,718,039	24.57	-
Provincial chains .....	6	50)			
Sectional chains .....	1	11)	11,417,109	75.43	-
National chains .....	2	53)			

(a) Manufacturer-controlled. (b) Including 13 manufacturer-controlled chains.

## CHAIN STORE OPERATIONS

TABLE IV.

## CHAINS, STORES AND SALES

Kind of Business		Canada	British Columbia	Alberta	Saskatchewan
All Chains, Total .....	1 Chains	523	96	106	102
	2 Stores	8,573	701	691	1,238
	3 Sales	\$ 548,185,259	60,140,065	41,685,485	43,568,786
General merchandise group .....	4 Chains	52	5	11	10
	5 Stores	611	30	43	33
	6 Sales	\$ 107,077,192	15,029,180	19,126,982	11,015,907
Apparel group .....	7 Chains	81	11	10	8
	8 Stores	660	39	24	15
	9 Sales	\$ 31,075,260	1,850,400	1,227,049	847,354
Furniture and household group .....	10 Chains	37	8	6	9
	11 Stores	481	27	17	43
	12 Sales	\$ 29,404,176	1,879,339	1,278,766	1,561,036
Food group .....	13 Chains	120	24	11	12
	14 Stores	2,669	313	134	168
	15 Sales	\$ 137,398,785	10,641,580	5,865,621	7,560,033
Lumber and building group .....	16 Chains	62	2	25	27
	17 Stores	1,122	8	313	641
	18 Sales	\$ 23,919,411	(X)	5,625,138	9,658,112
Restaurant group .....	19 Chains	21	7	4	2
	20 Stores	290	37	17	9
	21 Sales	\$ 14,283,226	(X)	624,561	(X)
Automotive group .....	22 Chains	42	5	6	7
	23 Stores	841	17	21	30
	24 Sales	\$ 34,708,474	628,019	208,916	1,491,581
Drug chains .....	25 Chains	31	4	5	2
	26 Stores	292	41	19	7
	27 Sales	\$ 13,971,087	2,042,476	880,582	(X)
Office appliance chains .....	28 Chains	16	12	13	12
Office, store and school equipment and supply chains .....	29 Stores	173	14	23	17
	30 Sales	\$ 11,134,265	797,835	714,465	611,686
All other chains .....	31 Chains	61	18	15	13
	32 Stores	1,434	175	80	275
	33 Sales	\$ 145,213,383	25,621,837	6,133,405	10,332,552

## CHAIN STORE OPERATIONS

TABLE IV.

## CHAINS, UNITS AND RECEIPTS

All Chains, Total .....	1 Chains	63	17	14	9
	2 Units	458	51	34	19
	3 Receipts	\$ 34,369,468	3,095,330	1,693,031	668,286
Theatre chains .....	4 Chains	30	2	3	2
	5 Units	168	16	7	5
	6 Receipts	\$ 15,135,148	(X)	949,712	(X)

An (X) indicates that the information is withheld to avoid disclosing the operations of any individual company. The amounts, however, are included in the totals.

RETAIL MERCHANDISING

## BY PROVINCES AND TERRITORIES

Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	Yukon and Northwest Territories	
92	252	174	46	51	9	7	1
435	3,317	1,698	170	230	12	81	2
22,638,438	232,515,502	117,294,716	12,224,068	15,351,775	678,723	2,087,701	3
7	20	23	7	7	2	-	4
15	258	175	22	33	2	-	5
2,078,141	36,675,281	13,803,356	2,395,360	(X)	(X)	-	6
11	49	36	6	6	-	-	7
21	351	185	10	15	-	-	8
1,692,975	15,063,575	9,522,548	368,600	502,759	-	-	9
7	26	18	5	2	1	-	10
17	170	179	16	11	1	-	11
954,145	14,058,466	8,322,180	(X)	(X)	(X)	-	12
11	52	21	6	11	2	1	13
+ 139	1,258	556	30	67	2	2	14
6,429,230	75,104,925	26,709,712	(X)	3,534,518	(X)	(X)	15
11	12	5	1	1	-	-	16
87	49	16	1	7	-	-	17
2,067,544	3,673,501	1,844,817	(X)	(X)	-	-	18
5	12	8	2	1	1	-	19
15	138	63	8	2	1	-	20
(X)	6,130,001	5,280,460	(X)	(X)	(X)	-	21
7	24	24	5	6	-	-	22
27	497	189	28	32	-	-	23
1,281,586	15,221,777	13,262,222	1,986,048	628,325	-	-	24
2	11	7	1	4	1	-	25
11	137	54	4	18	1	-	26
(X)	6,989,233	2,367,885	(X)	560,770	(X)	-	27
14	15	15	9	8	-	-	28
15	62	23	9	10	-	-	29
844,264	4,954,485	2,563,992	244,980	402,558	-	-	30
17	31	17	4	5	2	6	31
88	397	258	42	35	5	79	32
6,132,998	54,664,258	33,117,544	4,849,884	2,210,260	(X)	(X)	33

RETAIL SERVICES

## BY PROVINCES AND TERRITORIES

26	41	28	6	8	1	-	1
45	181	96	16	14	2	-	2
3,021,634	13,645,969	11,133,875	630,000	(X)	(X)	-	3
4	8	5	2	3	1	-	4
14	71	40	7	8	2	-	5
1,524,991	4,940,651	4,783,140	(X)	253,696	(X)	-	6

## CHAIN STORE OPERATIONS - RETAIL MERCHANDISING

TABLE V.

## CASH AND CREDIT SALES, BY TYPES OF OPERATION AND KINDS OF BUSINESS

Kind of Business	Number of chains reporting credit sales	Total net sales in chains reporting credit	Net credit sales reported (including instalment sales)	Ratio of credit sales to total sales	Number of chains reporting to total sales that they sell only for cash	Total net sales of such chains
(x) All Chains, Total .....	223	216,479,069	92,773,950	42.8	175	278,553,391
Local chains .....	65	23,023,249	12,334,597	53.5	90	29,893,784
Provincial chains .....	90	40,111,457	25,490,635	63.5	58	147,195,677
Sectional chains .....	35	78,988,010	21,520,996	27.2	11	15,524,410
National chains .....	33	74,356,353	33,427,722	44.9	16	85,933,520
Department and general store chains .....	17	59,541,998	12,814,548	21.52	2	219,715
Men's and boys' clothing chains (including custom tailors)	3	537,286	343,002	63.84	4	4,147,035
Family clothing chains (including furnishings) .....	8	3,950,291	2,014,602	50.99	4	615,662
Women's apparel chains .....	6	948,037	336,508	35.43	8	4,487,124
Furniture chains .....	6	5,181,092	4,425,293	85.41	-	-
Household appliance chains .....	6	6,671,898	5,564,099	83.40	-	-
Household appliance chains (owned by utility companies)	11	3,032,426	2,693,809	88.83	-	-
Radio chains, radio and electrical, radio and musical instruments chains .....	7	8,722,991	7,128,213	81.72	-	-
Grocery store chains .....	12	3,195,529	705,963	22.09	26	38,259,134
Combination (grocery with meat) chains .....	11	30,791,236	1,212,749	3.94	6	41,391,194
Meat market chains, fish market chains .....	11	6,178,587	3,176,543	51.41	8	2,082,929
Hardware chains .....	11	4,026,459	2,786,772	69.21	-	-
Lumber and building material chains .....	31	13,084,694	9,596,306	73.34	-	-
Automobile dealer chains .....	8	18,371,279	11,277,533	61.39	-	-
Filling station chains (gas, oil and fuel oil) .....	4	7,187,755	1,004,576	13.98	1	155,258
Filling station chains (tires, accessories, washing and polishing) .....	9	3,917,610	1,288,335	32.89	1	108,204
Coal and ice dealer chains .....	3	2,392,218	1,962,772	82.05	-	-
Drug store chains .....	10	2,599,881	2,299,638	11.53	13	8,355,606
Office, store and school furniture, equipment & supplies	4	2,774,011	2,718,223	97.99	-	-
Office and store mechanical appliances and typewriter chains .....	8	6,260,174	5,503,439	87.91	-	-
(x) Manufacturer-controlled chains (included in Total).	28	33,248,687	26,195,997	78.8	1	109,672

TABLE VI.

CHAIN UNITS CLASSIFIED ACCORDING TO AGE,  
BY KINDS OF BUSINESS AND GEOGRAPHIC DIVISIONS

CHAIN STORE OPERATIONS - RETAIL MERCHANDISING

CHAIN UNITS CLASSIFIED ACCORDING TO AGE,  
BY KINDS OF BUSINESS AND GEOGRAPHIC DIVISIONS

TABLE VI—Continued

CHAIN UNITS CLASSIFIED ACCORDING TO AGE,  
BY KINDS OF BUSINESS AND GEOGRAPHIC DIVISIONS

Geographic Division and Kind of Business	Per cent of total units	Total units	Date of establishment of units				Number whose ages not deter- mined
			1930	1929	1928	1927	
Restaurant group, Canada, total	100.00	290	32	25	33	8	16
British Columbia	12.76	37	7	2	1	2	18
Alberta	5.86	17	1	1	1	1	10
Saskatchewan	3.10	9	—	—	—	1	8
Manitoba	5.17	15	—	2	—	—	8
Ontario	47.59	138	21	21	4	5	76
Quebec	21.72	63	3	13	7	7	30
New Brunswick	2.76	8	—	1	—	—	7
Nova Scotia	6.9	2	—	—	—	—	2
Prince Edward Island	3.5	1	—	—	—	1	—
Yukon and Northwest Territories	—	—	—	—	—	—	—
Automotive group, Canada, total	100.00	841	197	129	145	42	32
British Columbia	2.02	17	8	—	—	—	8
Alberta	2.50	21	4	1	4	1	8
Saskatchewan	3.57	30	16	1	1	1	10
Manitoba	3.21	27	1	9	1	—	14
Ontario	59.10	497	108	83	99	34	20
Quebec	22.47	189	46	20	30	4	8
New Brunswick	3.35	28	2	6	4	1	75
Nova Scotia	3.80	32	12	9	6	—	6
Prince Edward Island	—	—	—	—	—	—	1
Yukon and Northwest Territories	—	—	—	—	—	—	—
Drug store chains, Canada, total	100.00	292	27	37	19	13	12
British Columbia	14.04	41	2	5	2	1	14
Alberta	6.51	19	1	5	3	1	9
Saskatchewan	2.40	7	1	2	—	—	3
Manitoba	3.77	11	—	2	1	—	7
Ontario	46.92	137	14	15	6	10	83
Quebec	18.49	54	5	4	4	1	34
New Brunswick	1.37	4	—	2	1	—	1
Nova Scotia	6.16	18	5	2	2	—	11
Prince Edward Island	3.4	1	1	—	—	—	—
Yukon and Northwest Territories	—	—	—	—	—	—	—

CHAIN STORE OPERATIONS - RETAIL MERCHANDISING

TABLE VI--Continued

CHAIN UNITS CLASSIFIED ACCORDING TO AGE,  
BY KINDS OF BUSINESS AND GEOGRAPHIC DIVISIONS

Geographic Division and Kind of Business	Per cent of total units	Total units	Date of establishment of units					Number whose ages not deter- mined
			1930	1929	1928	1927	1926	
Office appliance chains, Canada, total .....	100.00	173	7	2	-	4	5	146
British Columbia .....	8.09	14	-	-	1	1	12	-
Alberta .....	13.30	23	2	1	-	-	18	2
Saskatchewan .....	9.82	17	-	-	1	-	16	-
Manitoba .....	8.67	15	1	-	-	1	13	-
Ontario .....	35.84	62	-	-	-	1	2	53
Quebec .....	13.30	23	1	1	-	1	19	1
New Brunswick .....	5.20	9	2	-	-	1	6	-
Nova Scotia .....	5.78	10	1	-	-	-	9	-
Prince Edward Island .....	-	-	-	-	-	-	-	-
Yukon and Northwest Territories .....	-	-	-	-	-	-	-	-
All other chains, Canada, total .....	100.00	1,434	37	62	135	169	127	765
British Columbia .....	12.20	175	2	11	10	6	21	118
Alberta .....	5.58	80	1	5	1	2	69	2
Saskatchewan .....	19.13	275	16	6	34	13	65	136
Manitoba .....	6.14	88	1	3	4	-	49	31
Ontario .....	27.68	397	5	22	57	97	5	175
Quebec .....	17.99	258	11	15	20	13	36	161
New Brunswick .....	2.93	42	-	-	1	38	-	2
Nova Scotia .....	2.44	35	-	-	1	-	-	3
Prince Edward Island .....	3.55	5	-	-	1	-	-	2
Yukon and Northwest Territories .....	5.51	79	1	-	7	-	1	32
							51	4
								20
<b>TABLE VII.</b>								
<b>CHAIN STORE OPERATIONS - RETAIL SERVICES</b>								
All Chains, Canada, Total .....	100.00	458	61	43	24	16	13	115
British Columbia .....	11.14	51	2	3	2	-	-	12
Alberta .....	7.42	34	7	2	3	1	1	32
Saskatchewan .....	4.15	19	2	-	1	2	-	15
Manitoba .....	9.83	45	5	10	1	-	5	10
Ontario .....	39.52	181	15	11	6	6	4	57
Quebec .....	20.95	96	27	11	11	7	20	82
New Brunswick .....	3.49	16	1	4	1	-	3	14
Nova Scotia .....	3.06	14	1	2	1	1	1	7
Prince Edward Island .....	3.44	2	1	-	-	-	-	9
								1
								1







